

Order / Rev: 703653
 Alt Order #: 06258978
 Flight Dates: 08/01/12 - 08/07/12

Advertiser: Romney, M/ RNC
 Product Desc: RNC-ROMNEY
 Estimate: 3

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/06/12	08/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$1,000.00		0.00						
E 4	WKYC	08/01/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$450.00		0.00						
E 5	WKYC	08/06/12	08/07/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$450.00		0.00						
E 6	WKYC	08/06/12	08/07/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$600.00		0.00						
E 7	WKYC	08/06/12	08/07/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$1,000.00		0.00						
E 8	WKYC	08/01/12	08/03/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$1,000.00		0.00						
E 9	WKYC	08/01/12	08/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,500.00	P-2	0.00	NM	6	\$15,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	6		\$2,500.00		0.00						
E 10	WKYC	08/06/12	08/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$2,500.00		0.00						
E 11	WKYC	08/06/12	08/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$1,400.00		0.00						
E 12	WKYC	08/01/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--WTF--	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$2,500.00		0.00						
E 13	WKYC	08/01/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	--WTF--	:30	3	\$7,500.00	P-2	0.00	NM	3	\$22,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	3		\$7,500.00		0.00						
E 14	WKYC	08/06/12	08/07/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MT-----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$7,500.00		0.00						
E 15	WKYC	08/01/12	08/03/12		CM	12x-12:35x	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympic Late News											
				Olympic Late News											
				2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-- WTF--	6		\$2,800.00		0.00						
E 16	WKYC	08/06/12	08/07/12	Olympic Late News	CM	12x-12:35x	MT-----	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
				Olympic Late News											
				2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$2,800.00		0.00						
E 17	WKYC	08/06/12	08/07/12	M-F 5-6a	CM	5a-6a	MT-----	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
				Channel 3 News @ 5AM											
				2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	4		\$650.00		0.00						
E 18	WKYC	08/01/12	08/03/12	M-F 5-6a	CM	5a-6a	-- WTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00
				Channel 3 News @ 5AM											
				2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-- WTF--	6		\$650.00		0.00						
E 19	WKYC	08/04/12	08/04/12	630A-7A	CM	630a-7a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Chris Matthews Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$400.00		0.00						
E 20	WKYC	08/04/12	08/04/12	SAT TDY	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$0.00
				NBC Today Show (Sa)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		SAT TDY	7a-9a		-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 20.3,20.4															
2	NKYC	07/30/12-08/05/12		SAT TDY	7a-9a		-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 20.3,20.4															
3	NKYC	07/30/12-08/05/12		EN (Sa-Su)	6P-7P Sa/Su		-----SaSu	:30		\$0.00		0.00	NM		
Ⓜ MG for 20.1,20.2															
\$0 per JM															
4	NKYC	07/30/12-08/05/12		EN (Sa-Su)	6P-7P Sa/Su		-----SaSu	:30		\$0.00		0.00	NM		
Ⓜ MG for 20.1,20.2															
\$0 per JM															
E 21	WKYC	08/04/12	08/04/12	Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
				Olympics Weekend DT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	4		\$1,800.00		0.00						
E 22	WKYC	08/04/12	08/04/12	Olympics Prime	CM	Olympic Primetime	-----S-	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
				Olympic Primetime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$7,500.00		0.00						
E 23	WKYC	08/05/12	08/05/12	Olympics Weekend DT	CM	Olympics Weekend DT	-----S	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
				Olympics Weekend DT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	4		\$1,800.00		0.00						
E 24	WKYC	08/05/12	08/05/12	Sun 6-630p	CM	6-630p	-----S	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
				Channel 3 News at 6p SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	2		\$1,800.00		0.00						
E 25	WKYC	08/05/12	08/05/12	Olympics Prime	CM	Olympic Primetime	-----S	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
				Olympic Primetime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	2		\$7,500.00		0.00						
E 26	WKYC	08/05/12	08/05/12		CM	12x-12:35x	-----S	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympic Late News															
Olympic Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S			2			\$2,800.00		0.00			
N27	WKYC	08/04/12	08/04/12	Olympic Late News	CM	12x-12:35x	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Olympic Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-			1			\$1,400.00		0.00			
													Totals	91	\$189,550.00